CONTRACT



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

Contract / Revision Alt Order # 498447 06365975 **Product** NRCC IE SKED 2 Contract Dates Estimate # 10/19/12 - 10/25/12 3337 <u>Advertiser</u> Original Date / Revision NRCC 10/25/12 / 10/25/12 Billing Cycle Billing Calendar Cach/Trade

And:

National Media Research Planning & Placement 815 Slaters Lane Alexandria, VA 22314

Billing Cycle	Billing Cal	<u>endar</u>	Cash/Trade	
EOM/EOC	Broadcast		Cash	
<u>Station</u>	Account Executive		Sales Office	_
KVVU	Teresa Dif	uria	TELEREP-PHI	L
Special Hand	ling			_
Demographic				_
Adults 35+				
				_
IDB#	Advertiser Code		Product Code	-
	155		426	
Agency Ref	Advertiser		Ref	

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Le	ngth Week	Rate	TypeS	Spots	Amount
N 8 KVVU 10/22/12 10/22/12 The Dr.Oz Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	4-5p <u>Rate</u> \$350.00		:30		NM	0	\$0.00
Spot Ch Date Range Description 1 KVVU 10/22/12-10/28/12 The Dr.Oz Show Credited	Start/End Time 4-5p	Weekdays M	<u>Length</u> - :30	<u>Rate</u> \$350.00	Type NM		
			Tota	als		62	\$56,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/25/12	62	\$56,050.00	\$47,642.50
Totals	62	\$56,050,00	\$47,642,50

Signature:	Date:	

HEADLINE# 6365975 TRF# 498447 MOD# 1: UNAPPROVED REV #1 \$\$\$ REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENORRER WORKSHEET

REP \$\$\$

AGENCY CREDIT HARRIS RISK !!!
REPORT FROM REP

FAX# 610-225-1191

CHANGES

OCT31/12 15.22 *** KVVU-TV ***

STATION MAKEGOOD OFFERS: :LINE#:REP CON CM STA: REP: М 4 ADV CITY TAX ORDER AGY FLIGHT PRDCT # OK D # CREDIT TAKEN FOR CON COM1: PROGRAM: RA35-64: LINE#: # OK'D ω NRCC **** NIXXI DATES PLS CNF THANKS AGENCY ADVERTISER CODE = . :CD: TOTAL Ø Σ 4 8#YUB H THIS OCT19/12 400P-500P SKED 0.9 PRODUCT DR. OZ DR. TIME ADV. AGY. \$56050 H S 0 STATE N Ø PERIOD NAME NAME MISSED: MON/400P-500P μ CASH IN ADVANCE SCHEDULE **** OFFER: NONE CODE (-350)TAX CMT:SPOT N/A. FLIGHT SPOT(S) MISSED OCT22 NAT'L ISS/NRCC-IE OCT25/12 ALEXANDRIA, 815 EST#3337 CONTRACT •• SLATERS 426 LGTH || MEDIA 30 155 .. WK-1 # COMMENTS: SEC LANE RESEARCH VA 22314 6365975 CO-OP AGENCY \$350.00 ENDED. PLANNING (LINE, BILLING RATE EST# PLS CREDIT ORDER, OCT22 NEEDED PLAC 3337 10/22 START DATE INVOICE) CLASS: SALES PRSN BUYER REP.# . .. 10/22 END NAME NATL. 30s :SPTS: 0 PH-NMRPP MEDIAASSISTANT OFF.# \$350.00 HNVT TERESA LOCAL 762 MON DATE DIFURIA SALESMAN (OCT25/12) REGIONAL OCT31/12 DAYS : TOTL: # 15.22 0

REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENO ORDER WORKSHEET FAX# 610-225-1191 AGENCY CREDIT RISK !!! HARRIS REPORT FROM TOO

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HEADLINE# 6365975 TRF# 498447 MOD# 1: UNAPPROVED REV #1 \$\$\$

REPORT FROM REP
CHANGES

OCT31/12 15.22
*** KVVU-TV ***

OCT/12 :LINE#:REP :CD: 56050.00 TIME PERIOD LGTH SEC RATE START DATE END :SPTS: CONTRACT TOTAL TOTAL SPOTS HNVT DAYS 56050.00 62 :TOTL:

SVC- NSI DEMOS- RA35-64* MARKET TOTALS \$225,600 KVVU 25% KSNV 51% KTUD 0% KLAS 4% KTNV 17% AMAX N % KVCW 1% CABL 0%

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS DE-DELETE E-EFF PER WEEK T-TIME DATES L-LENGTH X-LATE Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

Sales Office

CONTRACT



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Re	<u>vision</u>	Alt Order	·#
	498447	1	0636597	5
Product				
NRCC IE SKED 2				
Contract Dates	Estimate #			
10/19/12 - 10/25/12	3337			
Advertiser	•		Original Date	e / Revision
NRCC			10/23/12	/ 10/23/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	FOM/FOC	Broado	ast	Cash

And:

Totals

National Media Research Planning & Placement 815 Slaters Lane Alexandria, VA 22314

KVVU TELEREP-PHIL Teresa Difuria Special Handling **Demographic** Adults 35+ IDB# Advertiser Code Product Code 155 426 Agency Ref Advertiser Ref

Account Executive

Spots/

Station

*Line Ch Start Date End Date Description	Start/End Time	Days Ler	ngth Week	Rate	Туре 9	Spots	Amount
N 25 KVVU 10/23/12 10/23/12 The Dr.Oz Show Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1 Spot Ch Date Range Description	4-5p <u>Rate</u> \$350.00 <u>Start/End Time</u>	<u>Weekdays</u>	:30 <u>Length</u>	<u>Rate</u>	NM <u>Type</u>	1	\$350.00
1 KVVU 10/22/12-10/28/12 The Dr.Oz Show See MG 25.2 2 KVVU 10/25/12-10/25/12 The Simpsons MG for 25.1 10/23	<i>4-5p</i> M-F 11:35p-12:08	-Tu 5eTh		\$350.00 \$350.00	NM NM		
(b) INIG 101 25.1 10/25		and the construction of the second	Tota	als	niggestate i ne o	63	\$56,400.00

Time Period # of Spots **Gross Amount** Net Amount \$47,940.00 10/01/12 -10/25/12 63 \$56,400.00

\$47,940.00

Signature:	Date:	

\$56,400.00

63

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

HEADLINE# 6365975
MOD# 0: UNAPPROVED TRF# 498447 REV #1 \$\$\$ REP: TEL# 610-293-4100 CREDIT ADVISORY: AGEN ORDER WORKSHEET

REP \$\$\$

-4100 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP **CHANGES**

OCT23/12 18.53
*** KVVU-TV ***

FAX# 610-225-1191

:LINE#:REP CON CM STA: REP: AGY ADV ORDER CITY TAX FLIGHT PRDCT PROGRAM: RA35-64: PROGRAM: RA35-64: LINE#: ORD COM1: THIS IS A CON COM1: 45 Ω NRCC PLS CNF THANKS OK'D M3 SEE DATES **** TOTAL SAME AGENCY ADVERTISER CODE AGENCY PRODUCT CODE = . :CD: \triangleright Ø H THIS OCT19/12 400P-500P 1135P-1205A SPOT N/A DUE TO RATE. MAKE-GOOD FOR OCT23 ON SKED SIMPSONS DR. ADV. DR. OZ 0.9 TIME AGY. S LINE STATE 02 N M PERIOD NAME NAME CASH IN ADVANCE SCHEDULE 45 TAX ISS/NRCC-IE NAT'L MEDIA OCT25/12 ALEXANDRIA, 815 SLATERS EST#<u>3337</u> CONTRACT 426 LGTH : I 30 30 155 WK-1 COMMENTS: # MG OFFER 'SIMPSONS'. NOT LINE-25 FOR 1 SPOT/WK SEC LANE VA RESEARCH 6365975 22314 . .. CO-OP AGENCY \$350.00 \$350.00 PLANNING (LINE, **** BILLING RATE 臣S丁# ORDER, 11 NEEDED PLAC 3337 10/23 10/24 START DATE INVOICE) PRE-BOOKED PLS APPROVE. CLASS: SALES BUYER NAME REP.# 10/25 10/23 END PRSN NATL. :SPTS: 0 PH-NMRPP \vdash /WK: OFF.# TNVT TERESA LOCAL MEDIAASSISTANT 762 TUE W-THDATE DIFURIA REGIONAL SALESMAN OCT23/12 DAYS # :TOTL: ω . 5 \vdash 0

REP \$\$\$ HEADLINE# 6365975 MOD# 0: UNAPPROVED REV #1 TRF# 498447 \$\$\$

> REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENORDER WORKSHEET AGENCY CREDIT HARRIS FAX# 610-225-1191 RISK !!!

REPORT FROM REP
CHANGES OCT23/12 18.53
*** KVVU-TV ***

:LINE#:REP :CD: STATION MAKEGOOD OFFERS:
M3 OK'D BUY#25 TIME PERIOD MISSED:TUE/400P-500P
OFFER:W-TH/1135P-1205A
CMT:SPOT N/A DUE TO RATE. LGTH SEC RATE 9 N OFFER 'SIMPSONS'. OCT23 START END DATE 30S \$350.00 30S \$350.00 NOT PRE-BOOKED PLS :SPTS: /WK: NEEK (OCT23/12)
PLS ADVISE.
APPROVE. DAYS :TOTL:

CONTRACT

TOTAL

SPOTS TOTAL

56400.00 63

OCT/12 56400.00

SVC-MARKET TOTALS DEMOS-NSI RA35-64* \$225,600 KVVU 25% KSNV KHUD 0%% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%

MOD P-CLASS, PLAN, SECT CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS DE-DELETE PER WEEK 田一田田田 T-TIME DATES X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME

*-MULTIPLE